15. (a) Differentiate: Oral and written communication.

Or

(b) Draw an advertisement-poster about your college.

SECTION C — $(3 \times 10 = 30 \text{ marks})$

Answer any THREE questions.

- 16. Discuss the merits and demerits of advertisement.
- 17. Expand the following terms.
 - (a) Fiscal Year
 - (b) GAAP
 - (c) Chit funds
 - (d) Liabilities
 - (e) Bleeding edge
- 18. List out the challenges that you might face while doing business presentation.
- 19. Write an essay on "Online Marketing".
- 20. "Make in Tamil Nadu is a sign of progress" argue.

APRIL/MAY 2024

FPE20B/CPE20B — PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT

ies Arts Time : Three hours

T.V. Malai | S

Maximum: 75 marks

SECTION A — $(10 \times 2 = 20 \text{ marks})$

Answer ALL questions.

- 1. Write antonyms for the following.
 - (a) Arrogant
 - (b) knowledge
- 2. Fill in the blanks:
 - (a) He is doctor (an / a / the)
 - (b) Thajmahal is very beautiful. (an / a / the).
- 3. What is net banking?
- 4. Acronym the following:
 - (a) ROI: Return on Investment
 - (b) TOS: Terms of Service

5.	Whs	at is the purpose of management studies?	
6.		at makes a good manager?	
7.		ose the best option:	
	(a)	invented windows operating system.	
	(i)	Marconi (ii) Edison	
	(iii)	Steve Jobs (iv) Bill Gates	
	(b)	plays a critical role in sale.	
	(i)	Marketing (ii) New product	
	(iii)	Loyalty (iv) Product Development	
8.	Defi	fine mission and vision.	
9.	Wha	at is Business communication?	
10.	What is the aim of advertising?		
		SECTION B — $(5 \times 5 = 25 \text{ marks})$	
		Answer ALL questions.	
11.	(a)	Write antonyms for the following:	
		(i) Villain –	
		(ii) Full –	
		(iii) Profit –	
		(iv) Generous –	
		(v) Wealth -	
		Or	
	(b)	Write a short note on "Banking system" in India.	

12. (a) Write a note on the advantages of using credit cards.

Or

- (b) Write a conversation between you and your friend about trading business.
- 13. (a) Does Business need an online advertisement? Why?

Or

- (b) Fill in the blanks with appropriate business leaders from the box. (Bill Hewlett / Larry Page / Michael Dell / Henry Ford / Mark)
 - (i) Dell-
 - (ii) Ford Motor Company -
 - (iii) Google Inc -
 - (iv) HP-
 - (v) Face Book -
- 14. (a) What are the techniques for an effective presentation?

Or

(b) Why do we need advertisement? - Explain.